



AMERICAN EMBASSY, NEW DELHI, INDIA

VACANCY ANNOUNCEMENT NUMBER: 13-055

OPEN TO: All Interested Candidates

POSITION: Cultural Affairs Assistant, FSN-6005-09, DLA-710027
(Personal Service Agreement)

OPENING DATE: October 01, 2013

CLOSING DATE: October 17, 2013
(Applications must be received no later than Close of Business 17:00 Hrs.)

WORK HOURS: Full-time; 40 hours/week

SALARY: Not Ordinarily Resident (NOR) - Grade: FP-5 (steps 1 through 4)*
Ordinarily Resident (OR) - Grade: FSN-09
*Starting salary will be determined on the basis of qualifications and experience, and/or salary history.

ALL ORDINARILY RESIDENT (OR) APPLICANTS (See Definitions) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

The U.S. Embassy in New Delhi is seeking an individual for the position of Cultural Affairs Assistant in the Public Affairs Office.

Applicants must apply on U.S. Mission Application Employment Form and specify the vacancy announcement number. Applications not completed on U.S. Mission Application Employment Form, or without reference to a specific vacancy number will not be accepted. Only completed forms will be accepted. (Refer to application procedure below)

Only applicants who are selected for the interview will be contacted.

BASIC FUNCTION OF POSITION

Under the supervision of Assistant Cultural Affairs Officer (ACAO), the incumbent will serve as developer of new media content and strategies for the American Center, American Library, and other Cultural Affairs programs as requested. The incumbent will be responsible for advising management, including the ACAO, Cultural Affairs Officer (CAO), and Public Affairs Officer (PAO), on the progress and results of public outreach programs and social media content that

promote the Mission Strategic goals. The incumbent will assist in the development, promotion, and logistical coordination of programs, while also providing support for VIP visits and maintaining and developing key Indian contacts.

Performs duties, though not limited to the following:

Social Media Coordinator duties:

- The incumbent must maintain an existing American Center presence on new media such as Twitter, Facebook, Pinterest, etc., while also stay current on new technologies that the American Center can effectively utilize.
- The incumbent will use new media to develop and extend the reach and brand of the American Center, including diversifying current audiences and targeting new and strategic audiences in Delhi and throughout North India.
- The incumbent will develop, in coordination with ACAOs, Cultural Affairs Specialist, SPAN staff, and others as necessary, new media outreach plans to promote programs and seminars in Delhi and throughout North India.
- During high level visits and special events the incumbent will propose, develop, and moderate appropriate engagement activities using new media tools to amplify these visits and events to appropriate audiences.
- The incumbent must use their expertise and be abreast of all relevant Department of State and U.S. government rules and regulations as well as Indian government rules and regulations to insure that new media content is compliant.
- The incumbent is expected to stay up to date on new trends and use his or her judgment to advise supervisors on strategies and techniques for creatively using these new technologies to engage target audiences and advance U.S. Mission Strategic Plan goals.
- Close cooperation must be maintained with the Public Affairs Information Office and Cultural Affairs Officers, other Embassy section, and the four consulates (Mumbai, Chennai, Hyderabad, Kolkata) to ensure that the content is widely shared throughout Mission India, and that ideas from these disparate parts inform new content to be created.

Program Coordinator duties:

- The incumbent will be responsible for taking the lead in identification of new program opportunities and the development and implementation of Mission Strategic Plan projects. He or she will develop project proposals both for the short and long term; recommend program resources to be used after reviewing offers from Washington; draft all responses to offers from Washington, as well as follow-up cables reporting on results of activities.
- The incumbent will coordinate with Indian program institutions, develop and design the program structure, recommend program panelists and participants and coordinate all program details such as background papers, banners, delegate kits, publishing and dissemination of program recommendation to key contacts.
- For planning and implementation of programs the incumbent uses independent judgment to advise Cultural Affairs Staff on program venues, equipment rental, and program-related expenses, and must negotiate and supervise the use of such resources.
- Perform other duties as assigned.

Contact Maintenance:

- The incumbent identifies, initiates, and cultivates relationships with key individuals and institutions within and outside the government. In particular the incumbent cultivates contact in the social and new media, civil society, political, cultural, environmental, and professional areas.
- Contacts include but not limited to Members of Parliament and their staff, high officials of the Ministries of External Affairs, Culture, Defense, Environment, Human Resource Development, Health and Family Welfare and other appropriate ministries, business leaders especially in the technology sector, think tank analysts, activists, NGO leaders, social media influencers, cultural figures, and academics.

Travel Planning for Officer, Input for major mission events:

- The incumbent coordinates and plans programs and contact travel for American Officers and makes suggestions for representational functions in his or her area of specialization. For major events hosted by the Ambassador and other senior Mission officials, the incumbent assists in planning and executing the event, including logistics, developing the guest list, and other responsibilities as necessary.
- Perform other duties as assigned.

A copy of the complete position description listing all duties and responsibilities is available in the Human Resources Office.

QUALIFICATIONS REQUIRED

All applicants must address each selection criterion detailed below with specific and comprehensive information supporting each item.

1. University degree in either of these disciplines: mass communication, international relations, marketing, public relations, social sciences, humanities is required.
2. Four years of experience with increasing responsibility in managing and developing the social media presence for private sector corporations, NGOs, international associations, or embassies. Out of the four years of experience at least two years should have been directly managing a company's or organization's Facebook and/or twitter presence.
3. Levels IV (Fluency) in English and in Hindi is required (Speaking/ Reading/ Writing). **(When applying for the position, please indicate your level of proficiency for these languages).**
4. Must have strong proficiency in the use of social media applications, including, but not limited to Facebook, Twitter, Pinterest, graphics, email, layout and design.
5. Familiarity with Microsoft Office software and web site interactive tools.

SELECTION PROCESS

When fully qualified, U.S. Citizen Eligible Family Members (USEFMs) and U.S. Veterans are given preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application.

ADDITIONAL SELECTION CRITERIA

1. Management will consider nepotism/conflict of interest, budget, and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently employed U.S. Citizen EFMs who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.

TO APPLY

Interested applicants for this position should submit the following:

1. Universal Application for Employment as a Locally Employed Staff or Family member (DS-0174) is available on website
http://newdelhi.usembassy.gov/job_opportunities.html **or**
2. A current resume or curriculum vitae that provides the same information found on the UAE (see Definitions); **or**
3. A combination of both; i.e. Sections 1 -24 of the UAE along with a listing of the applicant's work experience attached as a separate sheet; **plus**
4. Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-0214 with their application. Candidates who claim conditional U.S. Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.
5. Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

SUBMIT APPLICATION TO

U. S. Embassy
Human Resources Office
Attention: S/HRO
Shantipath, Chanakyapuri
New Delhi 110 021
or
FAX: 2419-8056
or

E-mail: NewDelhiVacancies@State.gov

POINT OF CONTACT

Telephone: 24198227/8369/8908

Please insert **13-055** (Vacancy Announcement Number) in the Subject of the E-mail NewDelhiVacancies@State.gov. Applications without the Vacancy Number or with incorrect Vacancy Number will not be accepted.

DEFINITIONS

1. **Eligible Family Member (EFM)**: An individual related to a U.S. Government employee in one of the following ways:

- Spouse or same-sex domestic partner (as defined in 3 FAM 1610);
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, stepchildren and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;
- Parent (including stepparents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

2. **U.S. Citizen Eligible Family Member (USEFM)**: For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- U.S. Citizen; and,
- EFM (see above) at least 18 years old; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
 1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
 2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2.

3. **Appointment Eligible Family Member (AEFM)**: EFM (see above) eligible for a Family Member Appointment for purposes of Mission employment:

- Is a U.S. citizen; and
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) or a child of the sponsoring employee who is unmarried and at least 18 years old; and

- Is listed on the travel orders or approved Form OF-126, Foreign Service Residence and Dependency Report, of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan (AIT), and who is under chief of mission authority; and
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, office of the American Institute in Taiwan.
- Does not receive a Foreign Service or Civil Service annuity

4. **Member of Household (MOH)**: An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

A MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside the Department's current legal and statutory definition of family member. A MOH does not have to be a U.S. Citizen.

5. **Not Ordinarily Resident (NOR)** – An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,
- Has a U.S. Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

6. **Ordinarily Resident (OR)** – A Foreign National or U.S. citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without U.S. Social Security Numbers are also OR. All OR employees, including U.S. citizens, are compensated in accordance with the Local Compensation Plan (LCP).

If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the UAE.

Failure to do so will result in an incomplete application.

- A. Position Title
- B. Position Grade

- C. Vacancy Announcement Number
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used
- F. Current Address, Day, Evening, and Cell phone numbers
- G. U.S. Citizenship Status (*Yes or No*) & status of permanent U.S. Resident (*Yes or No*; if yes, provide number)
- H. U.S. Social Security Number and/or Identification Number
- I. Eligibility to work in the country (*Yes or No*)
- J. Special Accommodations the Mission needs to provide (*Yes or No*; if yes, provide explanation)

- K. If applying for position that includes driving a U.S. Government vehicle, Driver's License Class / Type
- L. Days available to work
- M. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- N. U.S. Eligible Family Member and Veterans Hiring Preference
- O. Education
- P. License, Skills, Training, Membership, & Recognition
- Q. Language Skills
- R. Work Experience
- S. References

CLOSING DATE FOR THIS POSITION: (October 17, 2013)

The U.S. Mission in New Delhi provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.